

CLAIMS

What is claimed is:

1. A method for selectively communicating a content over a communications network to a user system, the method comprising:

determining automatically a network communication throughput indicative of the communications performance the user system is experiencing;

selecting the content to be communicated based on the network communication throughput; and

communicating to the user system the content selected.

2. A method according to claim 1 whereby the act of determining automatically a network communication throughput comprises receiving said network communication throughput from the user system, said network communication throughput being determined automatically by the user system and being indicative of the communications performance the user system is experiencing.

3. A method according to claim 2 whereby the act of determining automatically a network communication throughput comprises re-writing cookies with values correlated to non-intrusive observation of effective real-time content throughput at said user system.

4. A communications system for selectively communicating a content over a communications network to a user system, the communications system comprising:

a communication throughput indicator component configured for determining automatically a network communication throughput indicative of the communications performance the user system is experiencing;

a selection component configured for selecting the content to be communicated based on the network communications throughput; and

a communicator component for communicating to the user system the content selected.

5. A communications system according to claim 4 wherein said communication throughput indicator component comprises a throughput receiver component configured for receiving said network communication throughput from the user system, said network communication throughput determined automatically by the user system and being indicative of the communications performance the user system is experiencing.

6. A communications system according to claim 5 wherein said communication throughput indicator component comprises cookies configured for re-writing with values correlated to non-intrusive observation of effective real-time content throughput at said user system.